

## CLAIMS

### What is Claimed is:

1. An apparatus for storing digital content records  
used to create informational displays in an electronic television  
5 program guide comprising:  
  
a satellite receiver for receiving a first content record;  
a memory for storing the first content record; and,  
a control circuit operatively coupled to the receiver and  
the memory for determining (a) if the first content record is new; (b) if  
10 the first content record is associated with a label, wherein the label  
categorizes the first content record; and (c) if the first content record  
is associated with a title, wherein the title categorizes the label;  
the control circuit setting a reference pointer associated  
with the first content record pointing to a referencing display object;  
15 and, setting a first content pointer associated with the first content  
record pointing to a second content record associated with the label.
2. An apparatus as defined in claim 1, wherein the  
receiver comprises a direct to home satellite receiver.

3. An apparatus as defined in claim 1, wherein the control circuit creates a new title comprising an array of linked lists.

4. An apparatus as defined in claim 2, wherein the control circuit inserts a head node into the array of linked lists  
5 indicative of the label.

5. An apparatus as defined in claim 3, wherein the control circuit sets a second content pointer in the head node pointing to the first content record.

6. An apparatus as defined in claim 3, wherein the control circuit sets a second content pointer in a third content record  
10 pointing to the first content record.

7. An apparatus as defined in claim 1, wherein the control circuit creates a new title comprising a linked list of linked lists.

8. An apparatus as defined in claim 7, wherein the control circuit inserts a head node into the linked list of linked lists  
15 indicative of the label.

9. An apparatus as defined in claim 8, wherein the control circuit sets a second content pointer in the head node pointing to the first content record.

5 10. An apparatus as defined in claim 8, wherein the control circuit sets a second content pointer in a third content record pointing to the first content record.

11. An apparatus as defined in claim 1, wherein the first content record comprises the reference pointer.

10 12. An apparatus as defined in claim 1, wherein the first content record comprises the first content pointer.

13. A method for storing digital content records used to create informational displays in an electronic television program guide, the method comprising the steps of:

15 receiving a first content record from a satellite receiver;  
determining if the first content record is new;  
determining if the first content record is associated with a label, wherein the label categorizes the first content record;

determining if the first content record is associated with  
a title, wherein the title categorizes the label;

setting a reference pointer associated with the first  
content record pointing to a referencing display object; and,

5                    setting a first content pointer associated with the first  
content record pointing to a second content record associated with  
the label.

14.    A method as defined in claim 13, further  
comprising the step of creating a new title comprising an array of  
10    linked lists.

15.    A method as defined in claim 14, further  
comprising the step of inserting a head node into the array of linked  
lists indicative of the label.

16.    A method as defined in claim 15, further  
15    comprising the step of setting a second content pointer in the head  
node pointing to the first content record.

17. A method as defined in claim 15, further comprising the step of setting a second content pointer in a third content record pointing to the first content record.

18. A method as defined in claim 13, further  
5 comprising the step of creating a new title comprising a linked list of linked lists.

19. A method as defined in claim 18, further comprising the step of inserting a head node into the linked list of linked lists indicative of the label.

10 20. A method as defined in claim 19, further comprising the step of setting a second content pointer in the head node pointing to the first content record.

21. A method as defined in claim 19, further  
15 comprising the step of setting a second content pointer in a third content record pointing to the first content record.

22. A method as defined in claim 13, wherein the step of setting a reference pointer comprises assigning a value to a field included in the first content record.

5 23. A method as defined in claim 13, wherein the step of setting a first content pointer comprises assigning a value to a field included in the first content record.